



Grinnell Chamber of Commerce

2024 Marketing Opportunities



Email Newsletter

Email Newsletter

Each week, our email newsletter is sent directly to over 2,600 people and re-shared to reach a total of over 6,000 people. The newsletter is not only a great way for the community to stay informed, but it's a great opportunity for our member businesses to get the word out about their organization through job postings, housing listings, upcoming events and general announcements. Graphic design for ads can be added for \$60 per ad. Price includes one revision, additional revisions available for purchase.

Average Open Rate (Jan-July 2023): 42%

Exclusive Email Partner- \$4,866

(Exclusive Opportunity) - All Opportunities Taken

- Prime recognition in each weekly e-newsletter, which may include sponsored content
- Recognition as email newsletter partner in any way we promote the email newsletter (new employee orientations, event sign-ups, website sign-up, etc.)
- Sponsored content to be featured (can be changed occasionally) in each email blast (50 times/year).
 - Business must provide Chamber with 5 evergreen content pieces to be rotated on a regular basis with the opportunity to exchange for event-specific ads at any time.
- Recognition on website and blog via the email newsletter
- Mention as exclusive email partner on website sign up for the newsletter at getintogrinnell.com
- Logo on email sign-up sheet distributed at events, orientations, etc.
- Listing in the Grinnell Area Chamber of Commerce Annual Report

Email Newsletter

Email Newsletter Advertising

While many of our partnership packages include some email newsletter advertising these are also available for purchase to promote an upcoming event, product or service.

Sponsored Article - Unlimited \$1,622

Price-Per-View: \$0.03 (based on 42% open rate for 50 newsletters per year)

- Opportunity for business content to be placed in one community newsletter throughout the year which includes an image and short summary
- Request must be submitted 2 weeks in advance, Chamber retains the right to refuse based on availability
- Content must be submitted by Tuesday at 5 PM of running week and must include a summary of no more than 75 words, an image, and a direct link to a site of your choice
 - Image size 1080x1080pxl, must be a pdf or jpeg image.

One Month Sponsored Articles - \$300 (save 10%)

Price-Per-View: \$0.07 (based on 42% open rate)

- Opportunity for business content to be placed in one community newsletter for one month (4 newsletters) which includes an image and short summary
- Request must be submitted 2 weeks in advance, Chamber retains the right to refuse based on availability
- Content must be submitted by Tuesday at 5 PM of running week and must include a summary of no more than 75 words, an image, and a direct link to a site of your choice
 - Image size 1080x1080pxl, must be a pdf or jpeg image.

One Sponsored Article - \$83

Price-Per-View: \$0.08 (based on 42% open rate)

- Opportunity for content to be placed in one community newsletter throughout the year which includes an image and short summary
- Request must be submitted 2 weeks in advance, Chamber retains the right to refuse based on availability
- Content must be submitted by Tuesday at 5 PM of running week and must include a summary of no more than 75 words, an image, and a direct link to a site of your choice
 - Image size 1080x1080pxl, must be a pdf or jpeg image.

Social Media Posts

Work with the Chamber to advertise a specific event, activity or promotion through our social channels. The Grinnell Chamber Facebook page has over 4,000 followers and reached an average of over 11,000 individuals each month from January through July 2023. The Grinnell Chamber Instagram account has over 1,400 followers and reaches an average of over 1,000 individuals each month from January through July 2023. Graphic design for post can be added for \$60 per post. Price includes one revision, additional revisions available for purchase.

2 Post Package - \$45

(20 opportunities available)

- Post up to two specific posts on the Chamber's Facebook page over a two week period
- Posts may include a maximum of four photos in a rotator style post format and a direct link to site of your choice (optional)
- Request must be submitted 1 week in advance if possible, Chamber retains the right to refuse based on availability

1 Post Package - \$25

(20 opportunities available)

- Post one specific posts on the Chamber's Facebook or Instagram page
- Posts may include a maximum of four photos in a rotator style post format and a direct link to site of your choice (optional)
- Request must be submitted 1 week in advance if possible, Chamber retains the right to refuse based on availability

Website Promotion

Website Home Page Promotion

Looking to promote an event or get the word out in a quick manner? This homepage opportunity is not one to miss! Organizations will have a monthly exclusive opportunity to have a photo and/or graphic included in the photo rotator on the homepage of our website, getintogrinnell.com. Our website averages nearly 9,500 pageviews per month. Whether it's a prospective new resident, a visitor, or a community member looking for Grinnell information, we want to help you reach these people.

Monthly Home Page Ad - \$324 per month

(Twelve Opportunities Available)

Price-Per-View: \$0.05 (based on average of 7,100 pageviews per month)

- Square display ad to be included in content box on bottom right of home page
- Exclusive opportunity for the month
- Ad will have a direct link to website of your choice

Monthly Home Page Rotator Feature - \$164 per month

(Twelve Opportunities Available)

Price-Per-View: \$0.02 (based on average of 7,100 pageviews per month)

- Photo or graphic to be included on the homepage photo rotator with other chamber events
- Exclusive opportunity for the month
- Photo will have a direct link to website of your choice

Website Promotion

Website Job Opportunities or Community Calendar Listings Promotion

Looking to reach prospective employees? Promote your business with a sponsored article displayed at the top of our job board web page, one of the most popular pages on our website. Or if you're looking to promote an event, we will display your sponsored article on our community calendar page of our website. From January through July 2023, we had over 46,000 visits to our Job Opportunities page, and over 105,000 visits to our community calendar.

Twelve Month Job Board or Community Calendar Partner - \$630 (\$53 per month) - All Opportunities Taken

Job Opportunities Price-Per-View: less than \$0.01 (avg of 6,600 visits/month)

Community Calendar Price-Per-View: less than \$0.01 (avg of 15,000 visits/month)

- Sponsored article to be included on either the Job Opportunities or Community Calendar pages of our website
- Additional recognition in corresponding section of weekly e-newsletter

Six Month Jobs or Community Events Partners - \$460 (\$77 per month)

Job Opportunities Price-Per-View: less than \$0.01 (avg of 6,600 visits/month)

Community Calendar Price-Per-View: less than \$0.01 (avg of 15,000 visits/month)

- Sponsored article to be included on either the Job Opportunities or Community Calendar pages of our website
- Additional recognition in corresponding section of weekly e-newsletter

One Month Job or Community Event Partner - \$97

Job Opportunities Price-Per-View: less than \$0.01 (avg of 6,600 visits/month)

Community Calendar Price-Per-View: less than \$0.01 (avg of 15,000 visits/month)

- sponsored article to be included on either the Job Opportunities or Community Calendar pages of our website
- Additional recognition in corresponding section of weekly e-newsletter

Partnership Contract

Please return completed form and payment to the
Grinnell Area Chamber of Commerce 833 4th Ave or P.O. Box 538, Grinnell, IA 50112
Email: marketing@getintogrinnell.com

Sponsor Information

Company _____
Authorized Representative _____
Billing Contact _____ Billing Email _____
Address _____
City, State Zip _____

Partnership

Partnership Name _____
Level _____

Partnership

Partnership Name _____
Level _____

Partnership

Partnership Name _____
Level _____

Partnership

Partnership Name _____
Level _____

Total Amount: _____ **Tier Credit:** _____ **Total Due:** _____

Company Approval & Confirmation

Company Representative Signature _____
Date _____

Payments may be made with a credit card or with a check payable to "Grinnell Area Chamber of Commerce" A 5% convenience fee will be charged to all partnership opportunities paid with a credit card.

Deadlines: 50% of sponsorship investment must be paid prior to any services rendered. Installment plans available, please contact Chamber staff for additional details. All opportunities can be sponsored at any time, but partner understands the rate will not be pro-rated for lost benefits. Partnerships and advertising are non-refundable. Should an event be canceled, the Chamber will work with partner to move sponsorship to a different event.

The contract signed is a binding contract and must be honored. Please direct any questions on this policy to marketing@getintogrinnell.com. If you have questions regarding payment or need special payment arrangements made, please contact the Chamber. The Grinnell Area Chamber of Commerce is a 501(c) 6 organization as recognized by the Internal Revenue Code.

